



Task Force Meeting Minutes October 9, 2007

Task Force Members Present:

Co-Chair Shirley Lewis, Co-Chair Sam Liccardo, Vice Chair David Pandori, Jackie Adams, Shiloh Ballard, Michele Beasley, Beverley Bryant, Frank Chavez, Gary Chronert, Judy Chirco, Yolanda Cruz, Pastor Oscar Dace, Harvey Darnell, Pat Dando, Dave Fadness, Enrique Fernandez, Phaedra Ellis-Lampkins, Leslee Hamilton, Sam Ho, Dan Hoang, Nancy Ianni, Lisa Jensen, Frank Jesse, Matt Kamkar, Charles Lauer, Karl Lee, Linda Lezotte, Pierluigi Oliverio, Patricia Sausedo, Erik Schoennauer, Judy Stabile, Neil Struthers, Alofa Talivaa, and Michael Van Every.

Task Force Members Absent

Teresa Alvarado, Dick Santos and Jim Zito.

City Staff and Other Public Agencies Present

Ru Weerakoon (Mayor's office), Jackelyn Adams (Councilmember Williams' office), Denelle Fedor (Councilmember Oliverio's office), Peter Hamilton (Councilmember Chirco's office), Joseph Horwedel (PBCE), Laurel Prevetti (PBCE), John Poindexter (PBCE), Stan Ketchum (PBCE), Michael Brilliot (PBCE), Hadasa Lev (PBCE), Justina Chang (PBCE), Don Rocha (Redevelopment).

Community Members Present

Susan Harty, Trixie Johnson, Craige Edgerton, Ed Rast, Jerry Strangis, Joan Doss, Kerry Hamilton, Leah Toeniskoetter, Anne Stahr, Oscar Dace, Cary Chien, Scarlett Li Lam.

1. Review and Approval of Minutes from September 27, 2007 meeting.

The meeting convened at approximately 6:30 p.m. with Co-Chair Shirley Lewis welcoming everyone to the second Task Force meeting and making a motion to approve the minutes from September 27, 2007 Task Force meeting. Minutes were approved unanimously.

2. Review of Agenda

Stan Ketchum reviewed the agenda with the Task Force.

3. History of San José

Michael Brilliot gave a brief presentation on the History of San Jose from the Ohlone Indians to 1975, when the City undertook its first modern General Plan.

4. Evolution of Planning Policy and Accomplishments of the San José 2020 General Plan

Stan Ketchum gave a presentation of the evolution of planning policy from 1975 onward and the planning and policy implementation accomplishments for the last 30+ years. He emphasized the policy accomplishments within the context of the guiding principles by using color coded slides. Stan said that the concept of a growth management policy began with an agreement between the Cities and the County in 1970. This agreement, which established that development should occur within the municipal boundaries of each City, triggered San Jose to begin developing infill growth policies. Stan then showed maps of the City from 1975 onward that depicted how urbanization stopped sprawling outward and began to infill within the City's urban service area/urban growth boundaries.

The Task Force had the following comments and question on the presentations:

- The importance of salvaging and maintaining San Jose's historic stock.
- The need to add additional policies focused on Social Equity such as the living wage ordinance and other policies related to affordability and economic equity.
- The need to address health in the General Plan to create sustainable walkable communities that deal with diabetes and other health related issues.
- The need to expand the term sustainability to include other elements besides the environmental component such as economic, fiscal and social issues. These were expressed in the original San Jose General Plan through elements such urban services programs and net benefit criteria. There is a need to go back and re-look at this issue.
- *Stan Ketchum stated that in the second phase of the General Plan Update we will discuss and address many of these issues.*

5. Big Ideas, Great Opportunities and Challenging Issues for the Envision San José 2040 General Plan – Task Force Brainstorm

Stan Ketchum reiterated the importance of making no small plans and again quoted 19th century city planner Daniel Burnham who said, "Make no small plans." He encouraged the Task Force to think big when discussing the future of San Jose. Stan then explained that this Task Force brainstorm would be the beginning of the visioning process and a compliment to the upcoming community workshop. He stated that the two questions the Task Force will be asked to address were 1) What are the great opportunities and big ideas for the future of San Jose, and 2) What are the challenges or major issues.

Co-Chair Shirley Lewis encouraged the Task Force to go beyond the issue that any one Task Force member would like to see in the City and think about the image of the City as a whole.

The Task Force went forth to write their big ideas and challenging issues on post-its. Staff collected the post-its and placed them on large blank posters at two ends of the room. Volunteers from the Task Force made groupings of the ideas and titles of each group. Two volunteers from the Task Force reported the ideas and issues to the group. (Please see Attachment A, for a list of all comments brought up at this session).

The Task Force had the following comments and questions regarding the exercise:

- The need to include and address the current specific plans which may be very old and out of date as part of the General Plan Update.

Joe Horwedel responded that Envision San Jose 2040 will focus on the big picture issues but that, after completion of the General Plan update, the specific plans and other specific policy documents could be revisited and updated as needed. The City would like to bring back the discipline of re-looking at plans every five years. The City encourages the Task Force to point out issues in the existing policies that require attention.

- The City Council should be informed if there is an identified need to address specific plans and should be given an opportunity to respond to this issue.
- The Task Force needs to understand how much vacant and under utilized land is currently available, and needs to discuss how much projected job population and housing growth the City wants to accommodate.

Stan responded that the City will be providing more information on these issues as the process moves forward.

- The need to get information on the status of some of the existing specific plans and their ending dates.
- The Task Force needs to continue to be educated on issues relevant to Envision San Jose 2040. For example, the Task Force needs to get an assessment of housing and employment lands needs and background information on existing and historical land use patterns.
- The importance to continue to look at the history of the City to understand how we got to where we are.
- The idea that land use decisions have the biggest impact on climate change and the need to discuss the Mayor's Green Vision.
- The need for a presentation on the Mayor's Green Vision.
- The need for a raw and synthesized list of all the comments brought up through the brainstorming session.
- The need for background information on the economics of transit ridership and retail. It is important to support what is necessary to make transit and retail successful. There is a need for a General Plan that achieves the population density to allow those things to happen.
- This Task Force needs to be informed of how previous General Plan update Task Forces addressed issues similar to the one that the Envision San Jose 2040 Task Force will need to address.
- The need to recognize that Social Equity is a new issue and the need for support and background materials from other organizations is critical.

A slide show was presented showing locations in downtown San Jose in 1975 and how those

places look today.

The Task Force made the following comments on the Slide show:

- The span of Envision 2040 is the same as the span of time during which the presentation photos were taken which means that we should be able to accomplish a lot 30 to 40 years into the future.
- A lot of trees were added to the downtown area.
- The need to look back and ascertain why the change happened. Were their policies in place or strong direction from the Redevelopment Agency?

6. Preview of October 13, 2007 Community Visioning Workshop

Michael Brilliot talked briefly about the upcoming October 13th workshop and encouraged Task Force members to participate and to bring as many people as they can to the workshop.

7. Public Comment

Members of the public provided the following comments:

- The League of Women Voters of San Jose and Santa Clara has formed a committee to participate in this General Plan Update and will provide comments over the years. The League comments are based on studies and consensus by its members. The following three overarching issues were highlighted:
 - The new plan should result in a more livable city that brings the activities of everyday living closer together. More trips should be made by walking, using transit and biking, avoiding the use of the vehicle.
 - Expand the sustainability element of the Plan with measurable goals. We should have measurable goals that can indicate whether San Jose is becoming a greener city.
 - Base planning on the best possible information especially regarding the numbers and types of housing, the numbers and types of jobs, the projected water supply, our real infrastructure needs and the best possible analysis on the City's ability to achieve a reduction in green house gas emissions.

8. Next Steps and Adjournment

The next Task Force meeting will take place on Tuesday, November 13, 2007, from 6:30 to 9:00 p.m.

The Community Visioning Workshop will be held on Saturday, October 13, 2007, from 9:30 a.m. to 12:30 p.m.

The meeting was adjourned at approximately 8:45 p.m.

ATTACHMENT A

October 9th Task Force Meeting Brainstorming Session

BIG IDEAS

PARKS, TRAILS, RECREATION

- A Central Park
- Outdoor gathering places in the urban core
- Healthiest City
- Complete San Jose river trails that connect bay to highlands
- “Green City” – Trails and parks throughout City
- Free recreational areas for homeless
- Bicycle and pedestrian friendly developments
- City of Trails and Parks – Take advantage of our great weather
- City to take loans to purchase parkland on open market when it becomes available
- Restaurants inside the boundaries of the River Park in areas near parking
- Guadalupe River as Trail/Central Park (north San Jose) with retail/housing
- Great Lake at the Fair Grounds
- Developing Kelley Park/Coyote Creek into a world-class park
(like Golden Gate, Central Park, etc.)

TRANSPORTATION AND WALKABILITY / BIKE

- Pedestrian/Bicycle friendly City
- LOS versus better transit with more ridership
- Better accessibility to other communities or cities
- Move airport to San Benito County
- Schools and playgrounds within walking distance
- Less definition of community housing and community services – truly walkable
- Synchronize traffic lights on all downtown streets
(Santa Clara, San Fernando, San Carlos, 1st, 2nd, 3rd, 4th, 5th, 6th)
- San Jose: Information Valley of the world
- San Jose: #5 largest city in the U.S.
- San Jose: Direct flights to world
- Regional Airport at Moffett Field
- River walk (i.e. San Antonio)
- Walkable downtown(s)
- Speed up Light Rail by using VTA Express buses as substitutes
- First Class Public Transit (frequent, reliable, convenient)
- Airport/Downtown link
- Toll Highways

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- Double capacity of Highway corridors
- Deep water port for ferry (Alviso)
- Urban nodes linked by transit
- Easy flowing transportation
- Safe, efficient, affordable regional transportation system
- Ferry service/Port in Alviso
- Alviso fully functioning harbor
- A transportation system that: Gets people there / Doesn't pollute / Increases public health
- Bart

ECONOMIC DEVELOPMENT

- Innovation hub
- Economic Opportunity
- Jobs, public and private sector
- G. Opportunities – Coyote Valley
- Knowledge Technology Center
- Innovation Center
- Establish a “City Center” zone bigger than downtown and intensify housing and job development
- Taller buildings equal bigger parks
- A Lincoln Avenue or The Alameda or NBD in every neighborhood
- Prosperity for all
- Center of global microcosm
- City of Economic opportunity where everyone thrives
- Several Headquarters OT
- Abundant retail/commercial opportunity

CITY SERVICES

- Pride of ownership (clean city)
- Facilities and services for all age groups
- Community services (library, youth centers)

HISTORIC CITY

- San Jose's historic neighborhoods as economic draw
- Historic San Jose “oldest City in California” encourages tourism
- Establish historic preservation zones for all pre-1940 housing stock
- Preserve 50 year + housing stock

TOURIST DESTINATION

- Travel Destination
- Architectural wonders
- Themed entertainment district (i.e. Orlando / Austin)

WORLD CLASS ARTS AND EDUCATION

- Major music and arts school
- Art Center or Center for Art
- World class education system
- Best educated, most diverse residents

GREEN CITY U.S.A.

- Green Buildings
- Green City stimulates green economy and sustainable industry
- San Jose as leader in Green – LEED Certified housing and retail/industry
- Green Tech/Transportation/Living
- 100% energy sustainable
- Green City
- Require solar or alternative energy in all new development
- Build smarter = Green, sustainable and look at life cycle – reusable resources
- Bring people back / Bring in more jobs / Keep San Jose greener
- Go Green

SPORTS VENUES

- Major sports team / stadium

SUPPORTING FAITH CENTERS

- Special zones to include churches

ENTERTAINMENT DOWNTOWN

- San Jose downtown 24 hour City
- One additional theater downtown of about 500 seats

NEIGHBORHOOD IDENTITIES

- A city of diverse villages
- Foster neighborhood ethnicity, i.e. Japantown, Portuguesetown
- Reinforcing neighborhood identity
- San Jose as a city growing toward fiscal, economic, environmental and social sustainability
- Establish “single family detached” conservation zones as a trade off for more intensification downtown, NBD, transit corridors
- Density = Livability ... Not Compaction
- A built environment that is sustainable and fosters community
- San Jose one of the 10 most visited cities
- Great neighborhoods people choose to live in
- Communities with old, young, many-ethnic identities in harmony
- San Jose as a great, safe place to raise a family

FAMILIES IN URBAN DOWNTOWN

- Untapped infill potential
- The new frontier – Families in core of city
- Last urban frontier in U.S.

CHALLENGING ISSUES

ECONOMIC DEVELOPMENT

- Retention of San Jose sons and daughters
- To use land use resources to create good jobs for San Jose residents
- Residents without necessary skills left behind by Tech-based economy
- Jobs located outside of San Jose – Economic imbalance / stressed transportation infrastructure
- Height restriction / flight path
- Economic development department must focus on ACTIVE recruitment and solicitation of business to San Jose from other parts of country
- Fewer regulations to live and do business in San Jose
- Pump up neighborhood business districts
- San Jose #1 city on all driving industries “Expansion Opportunity List”
- Find money to finish historic inventory
- Job imbalance
- General Plan exceptions
- Disconnect between General Plan and implementation
- San Jose to move up from #10 to #1
- Job growth with high housing costs

BUDGET

- Campaign finance reform / no private funding
- Too much red tape at City Hall
- Transitioning current uses to new in timely manner
- Having accurate data to base forecasts on
- Public financing / budget
- Increase revenues for service and facilities
- Budget shortage
- Financial stability – jobs/housing balance
- Costly services
- Revenues don’t meet our wish list costs
- Structural budget deficit/housing – jobs imbalance

SAFETY

- Maintaining a safe environment
- Maintain public safety – police/fire
- To plan enough infrastructure for health services, i.e. hospitals

- Police / Fire / Medical services
- The Task Force should be FED

HOUSING

- Preserving neighborhoods while infilling with higher density
- Quality housing that endures test of time, yet affordable
- Providing not just “adequate” housing but great housing that is safe, beautiful and green in similar neighborhoods
- High residential growth rate
- Being the bedroom for Silicon Valley
- Getting single family detached dwellers to accept even more intensification
- Need for historic inventory
- More affordable housing than ever in the history of San Jose
- Housing affordability
- Reflect historic conservation areas on all land use maps
- Affordable housing for all levels of income, especially allow our children to live in
- Getting people to understand that density is necessary to have effective transit and vibrant neighborhood retail
- Housing shortage
- High housing costs / affordable housing
- Reducing cost of housing (stabilizing) for all residents
- At least 50% of Extremely Low Income units for new developers that do business with the City
- Not over burdening high rise housing downtown

INCOME / SOCIAL INEQUALITY

- Funding the dream
- Rich versus Poor Neighborhoods – Economic segregation
- Promoting economic development without “living wage”
- Can everyone who wants to live here, live here? Capacity
- Leadership representation for multicultural community
- Cost of living
- Community diversity economically and educationally income levels
- Poverty
- Social equity includes the disabled
- Geographic inequality

ENVIRONMENT

- Maintaining urban growth boundary
- Lack of open space - “Quality of Living”
- City incentives for limiting environmental footprint
- Climate change
- What is the effect of climate change on sustainable growth
- Lack of community support and political will for the type of growth needed to meet housing and climate change goals

- Finding continued ways to grow within existing city boundaries
- Preservation of open space – Animal transit corridors, wildlife habitat
- What is the tipping point for our natural resources locally
- Peak Oil

TRANSPORTATION

- LOS requirements that ignore bike/pedestrian statistics/goals
- Sidewalks on every street
- Creating a coherent/coordinated transit network
- Mass transit system
- Transportation infrastructure
- Inconvenient mass transportation
- Getting people out of their cars
- Auto dependency
- Balance transportation funding to address current problems (streets and roads) with future needs (public transit)
- Low ridership on rail transit
- Traffic congestion
- Revisit the L.O.S. policies and make them more important to land use decisions, i.e., observe them!

PARKS

- Identify park land for future development
- Lack of greenery and gathering places downtown – sterile environment
- Lack of sports fields
- Maintenance
- Lack of open space and high cost of land
- Quimby Act and park maintenance

SCHOOLS

- Develop charter schools
- The quality of schools (real or perceived)

MISCELLANEOUS ISSUES / CHALLENGES

- Incorporating area specific plans into GP update
- Aging population
- A livable city for our children
- Cultural acceptance
- Short term decisions versus long term health
- Retaining and maintaining citizen-desired levels of service that equate to a fine quality of life

